Virginia Slims
P.O. Box 66038
London, KY 40742-6038

Bulk Rate
U.S. Postage
PAID
Franklin Park, IL
Permit No. 100

9999999999999999
Sample A. Sample
123 Main Street
Anytown, US 12345-6789

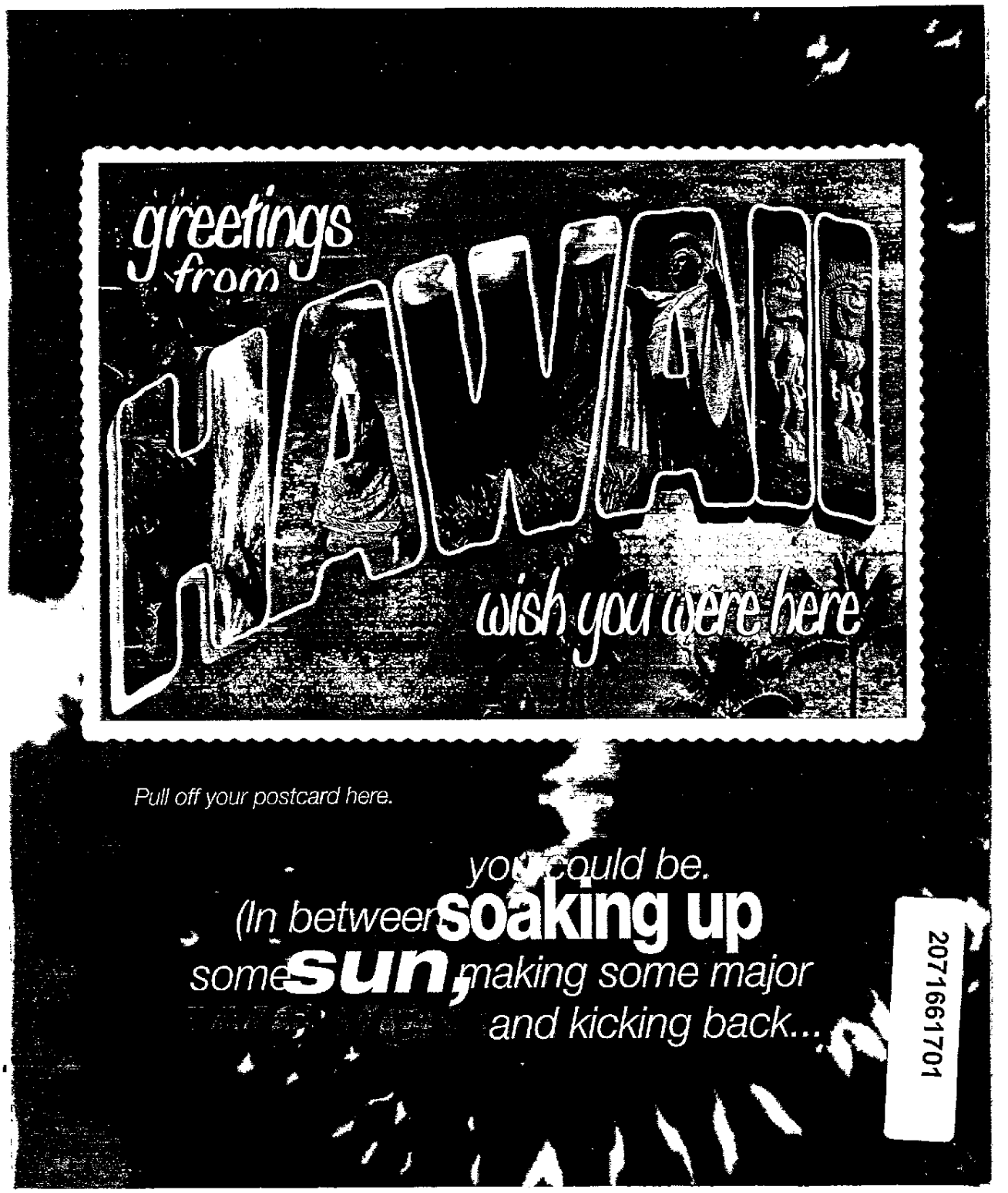
Hawaii

Limited to smokers 21 or older.
No purchase necessary.
(See details inside.)

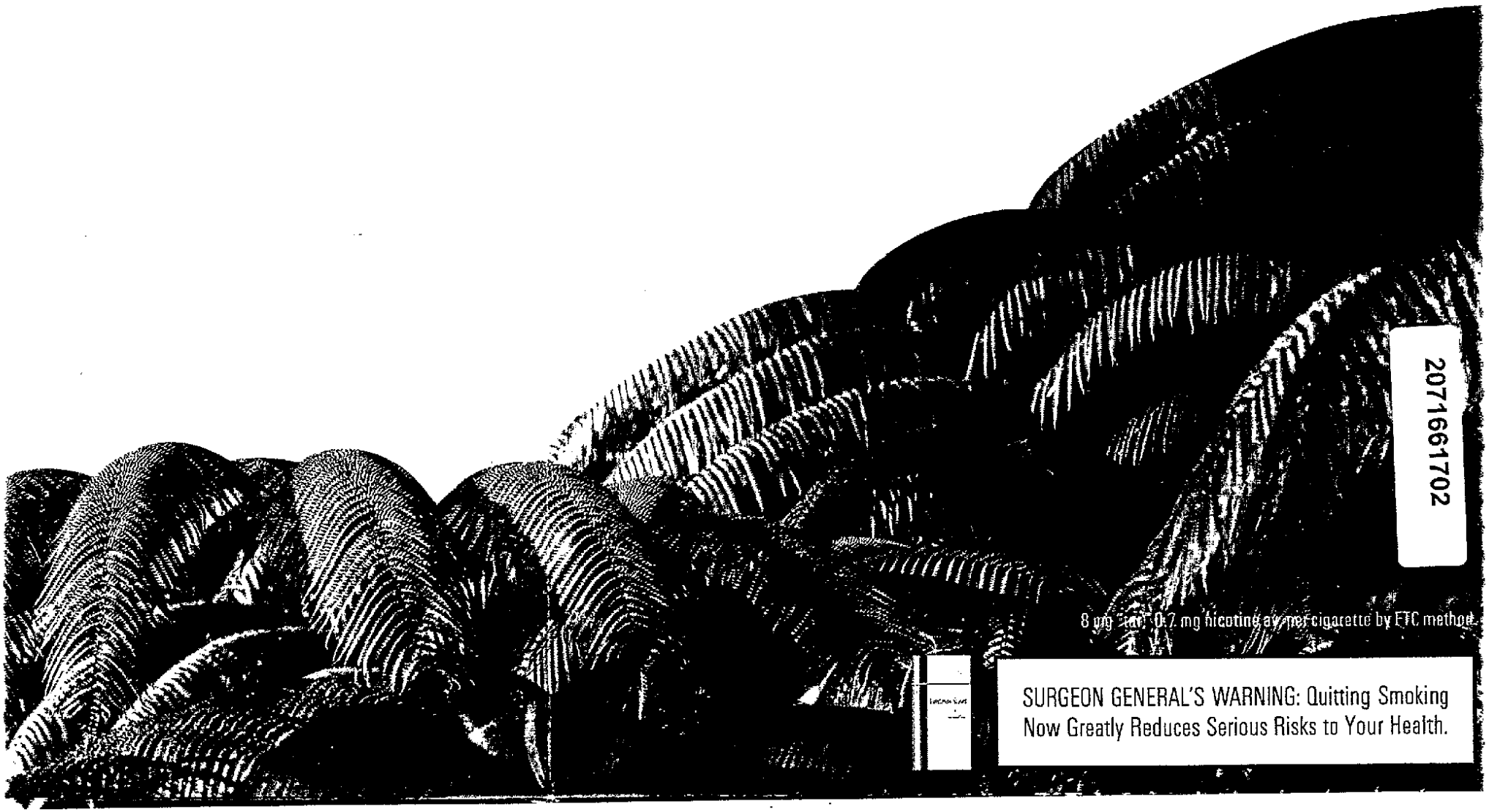
2071661700

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004



Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004



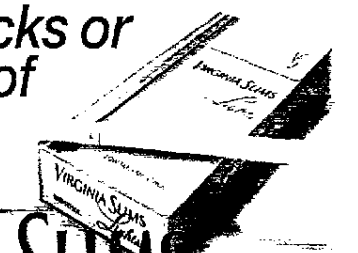
Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004

Look for your **sweepstakes** entry form **inside.**

MANUFACTURER'S COUPON | EXPIRES 5/30/98

$1.00 off

5 packs or carton of



VIRGINIA SLIMS

MANUFACTURER'S COUPON | EXPIRES 5/30/98

$3.00 off

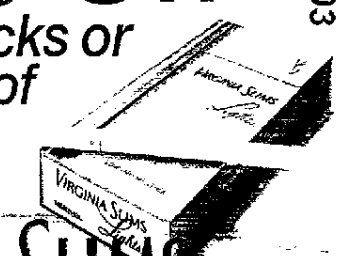
1 carton of

VIRGINIA SLIMS

MANUFACTURER'S COUPON | EXPIRES 5/30/98

$1.00 off

5 packs or carton of



VIRGINIA SLIMS

2071661703

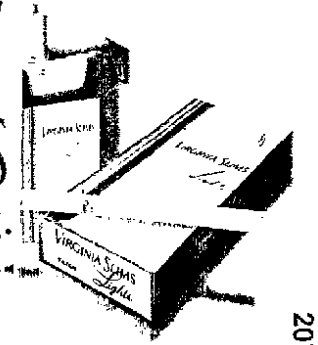
Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004

Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004

As much as we ***love to get postcards*** *from friends in faraway,* ***exotic places****, we prefer to be the ones sending them.* ***Call it "a woman thing."*** *So here's the postcard,* ***our special gift to you.*** *And the chance to get to* ***Hawaii*** *for one* ***wonderful week*** *of fun, sun, surf and really cool hotel accommodations. The* ***perfect place*** *to send your postcard from. (The hotel will definitely have pens.) We've also included some very* ***hot coupon deals*** *so you can pick up a few packs or cartons of great-tasting* ***Virginia Slims****. Then be sure to* ***enter the sweepstakes.*** *And if you're one of our* ***10 lucky winners****, just don't forget to find a moment or two to dash off a few* ***"wish you were here's"*** *in that thoughtful way we women have.*

VIRGINIA SLIMS

It's a *woman* thing.



2071661705

Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004

MANUFACTURER'S COUPON | EXPIRES 5/30/98

$1.00 off VIRGINIA SLIMS

5 packs or 1 carton

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in the U.S.A. Consumer pays any sales tax.
RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1998

MANUFACTURER'S COUPON | EXPIRES 5/30/98

$3.00 off VIRGINIA SLIMS

1 carton of

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in the U.S.A. Consumer pays any sales tax.
RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1998

MANUFACTURER'S COUPON | EXPIRES 5/30/98

$1.00 off VIRGINIA SLIMS

5 packs or 1 carton

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in the U.S.A. Consumer pays any sales tax.
RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1998

ENTER FOR A CHANCE TO WIN THE GO HAWAIIAN SWEEPSTAKES

Fill out this form entirely and mail in an envelope to: Virginia Slims Go Hawaiian Sweepstakes, P.O. Box 4392, Blair, NE 68009-4392.
Limited to smokers 21 years of age or older. Offer expires 6/1/98.

9999999999999999
Sample A. Sample
123 Main Street
Anytown, US 12345-6789

2071661706

Use the lines below to print name and address corrections.

By entering this sweepstakes and signing below, I certify that I am a smoker 21 years of age or older. I have read and understood the rules. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature X _____ (required)

Date of Birth _____ / _____ / _____ (required) month / date / year

Today's Date _____ / _____ / _____ month / date / year

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?
_____ (brand)

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Lowest/1mg Tar ☐ Full Flavor ☐ Light/Mild
☐ Medium ☐ Ultra/Extra Low Tar

5. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

6. Which of the following best describes you? (Check one.)
☐ White ☐ African American ☐ Asian
☐ Hispanic ☐ American Indian ☐ Other

7. Do you have friends, 21 years of age or older, who smoke and would like to receive cigarette coupons and branded incentive items in the mail? Please print full names and phone numbers.

_____ Name

(_____) _____ Area Code Phone Number

_____ Name

(_____) _____ Area Code Phone Number

© Philip Morris Inc. 1998

VIRGINIA SLIMS "GO HAWAIIAN" SWEEPSTAKES OFFICIAL RULES

PARTICIPATION LIMITED TO SMOKERS 21 AND OLDER. NO PURCHASE NECESSARY.

1. **HERE'S HOW TO ENTER:** On an official entry form only, in the spaces provided, indicate your complete name, address (including ZIP code) and your date of birth. You must also answer all questions.

   IMPORTANT! In order to be eligible for a prize, you must indicate your date of birth and sign your name in the spaces provided on the entry card certifying that you are a smoker, 21 years of age or older as of date of entry.

2. **WHERE TO MAIL YOUR COMPLETED ENTRY FORM:** Mail your completed entry form in a hand-addressed 4 1/8 x 9 1/2 #10 (business-sized) envelope, with a first class postage stamp affixed to: Virginia Slims "Go Hawaiian" Sweepstakes, P.O. Box 4392, Blair, NE 68009-4392. Limit one entry per mailing envelope. Entries must be received by 6/1/98.

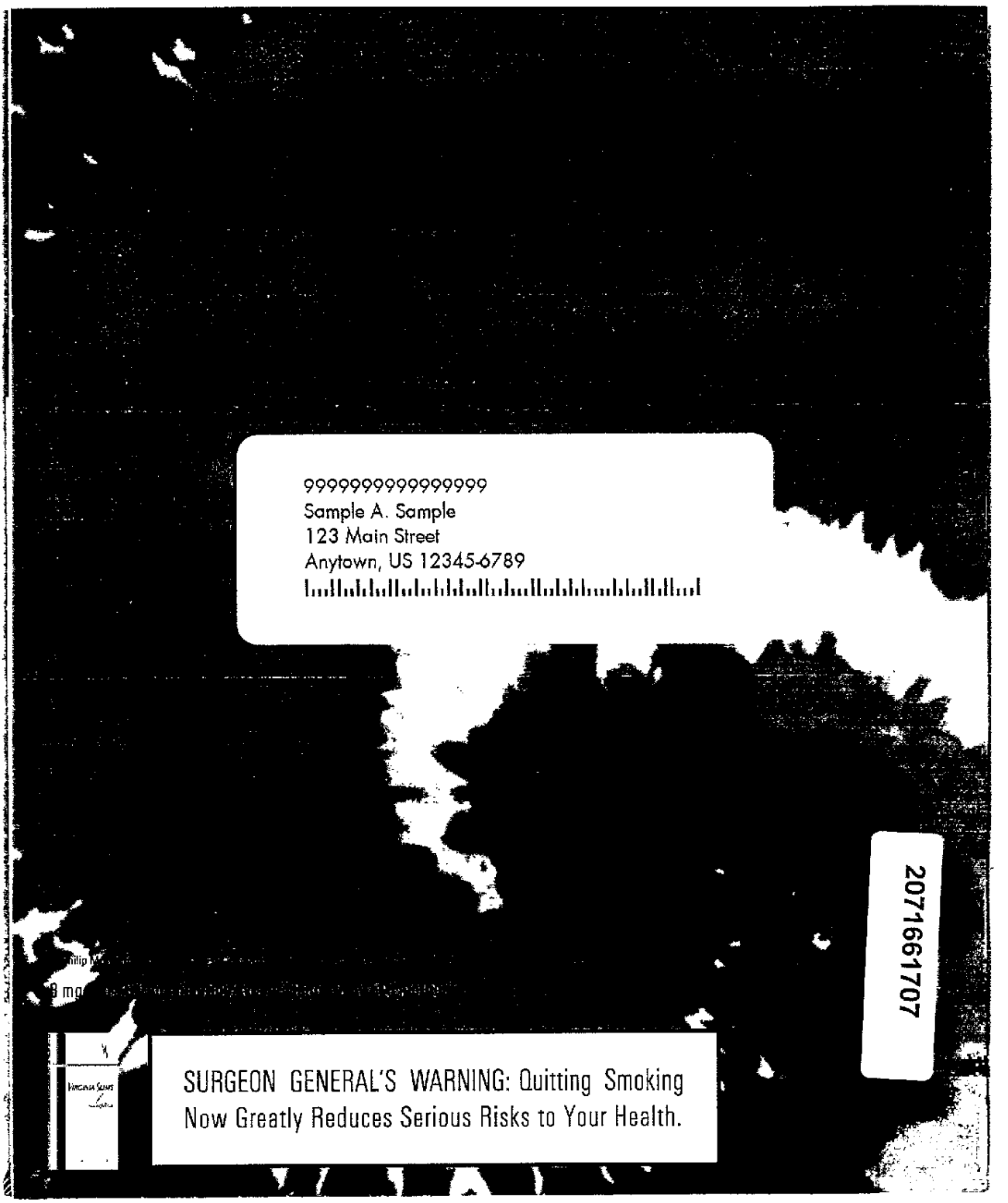
   All entries must be on official entry forms only. No photocopied or mechanically reproduced entry forms accepted. For each additional sweepstakes entry form you would like to receive, send a separate, self-addressed, stamped #10 (business-sized) envelope to: Virginia Slims Entry Requests, P.O. Box 4094, Blair, NE 68009-4094. Limit one request per outer mailing envelope. Residents of the states of VT and WA only need not affix postage to return envelopes. Participation limited to residents of the U.S. who are smokers, 21 years of age or older. Entry form requests must be received by 5/8/98.

3. **GENERAL RULES:** Sweepstakes open to residents of the U.S. who are smokers, 21 years of age or older at time of entry. Employees of Philip Morris incorporated ("Sponsor"), its affiliates, subsidiaries, advertising and promotion agencies and the immediate family members of each are not eligible. Void in MA, MI, at retail in VA and where prohibited by law. All federal, state and local laws and regulations apply. All entries become the exclusive property of Sponsor and will not be returned. Sponsor will not be responsible for lost, late, damaged, postage due, misdirected or mutilated mail. Incomplete or illegible signature or entries not including a date of birth will be deemed null and void. A random drawing to award the Grand Prizes will be held on or about 6/19/98, from among all eligible entries received by D.L. Blair, Inc., an independent judging organization whose decisions are final on all matters relating to this sweepstakes. The odds of winning depend upon the number of eligible entries received. This sweepstakes will also be presented via retail. Potential winners and their traveling companions will be required to sign and return an Affidavit of Eligibility/ Release of Liability/Publicity Release/Prize Acceptance Form within 14 days of attempted notification. Noncompliance within this time period may result in disqualification and the selection of an alternate winner. Winners will be notified by mail on or about 7/10/98, and will have one year to take trip. Traveling companions must be 21 years of age or older at time of notification. Any prize notification returned to Sponsor as undeliverable will result in disqualification and an alternate winner will be selected. Limit one prize per person. Winners are responsible for all federal, state and local taxes. No transfer or substitution of prize permitted. Sponsor reserves the right to provide a cash alternative at its sole discretion. Acceptance of prize offered constitutes permission to use winner's name and likeness for commercial purposes without further notice and compensation, unless prohibited by law.

4. **PRIZES AND APPROXIMATE RETAIL VALUE:** All ten prizes will be awarded as follows: (10) Grand Prizes–a 7-day/6-night trip for two to Kona, Hawaii, including round-trip first class airfare from airport nearest winner's home, deluxe hotel accommodations (with ocean view room–double occupancy) and $3,000 spending money. Prize also includes ground transfers to/from airport in Hawaii, ($17,500 each).

5. For the names of the winners, available after 6/7/98, send a separate, self-addressed, stamped, #10 envelope to: Virginia Slims "Go Hawaiian" Winners, P.O. Box 4102, Blair, NE 68009-4102.

Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004



Source: https://www.industrydocuments.ucsf.edu/docs/rzkn0004